

INTISARI

Tujuan penelitian ini adalah Untuk mengetahui pengaruh *Earning Power of Investment (Ep)*, *Total Debt to Assets Ratio (TDTA)*, dan *Working Capital Turnover Ratio (WCTN)* terhadap harga saham Perusahaan Rokok yang terdaftar di BEI (Bursa Efek Indonesia).

Metode analisis yang di gunakan adalah metode analisis dekriptif, analisis statistik yang menggunakan alat analisis regresi linier berganda, dan pengujian signifikan parsial. Penelitian dilakukan terhadap industri rokok yang go public di BEI (Bursa Efek Indonesia) dengan menggunakan data sekunder data Triwulan selama periode tahun 2013 - 2015. Perusahaan rokok merupakan salah satu industri yang berkembang cukup baik di Indonesia. Pergerakan harga saham industri rokok yang berfluktuasi yang dipengaruhi oleh beberapa faktor seperti Ep, TDTA, dan WCTN.

Hasil penelitian ini menunjukkan bahwa EP berpengaruh signifikan terhadap Harga Saham dengan arah positif, TDTA berpengaruh signifikan terhadap Harga Saham dengan arah negative, WCTN tidak berpengaruh signifikan terhadap Harga Saham dengan arah negatif. Dengan nilai koefisien determinasi (R^2) adalah sebesar 30,1%.

Kata Kunci : *Earning Power of Total Investment (Ep)* , *EPS (Earning Per Share)*, *Total Debt to Assets Ratio (TDTA)*, *Working Capital Turnover Ratio (WCTN)*, *ROA (Return On Assets)*, **Harga Saham.**

ABSTRACT

This research is meant to find out the influence of Earning Power of Investment (Ep), Total Debt to Assets Ratio (TDTA), and Working Capital Turnover Ratio (WTCN) to the stock price of cigarette companies which are listed in the IDX (Indonesia Stock Exchange). The analysis method has been conducted by using descriptive analysis method, the statistical analysis has been carried out by using multiple linear regressions analysis and partial significance test.

This research has been conducted at go public cigarette companies which are listed in the IDX (Indonesia Stock Exchange) by using quarterly secondary data in 2013-2015 periods. The cigarette company is one of industries which has been developed well in Indonesia. The fluctuative movement of stock price of cigarettes companies is influenced by several factors such as Ep, TDTA, and WTCN.

The result of this research shows that EP give significant influence to the stock price with positive direction. TDT Agive significant influence to the stock price with negative direction; WTCN does not give any significant influence to the stock price with negative direction. The value of coefficient determination (R^2) is 30.1 %.

Keywords : Earning Power of Total Investment (Ep) , EPS (Earning Per Share), Total Debt to Assets Ratio (TDTA), Working Capital Turnover Ratio (WTCN), ROA (Return on Assets), Stock price.